



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

VISUAL STUDIES (BA VS)



Visual Studies

Visual Studies as a programme, and Visual Culture Studies as the main subject, enable students to explore the various exciting forms of visual images that surround them on a daily basis. The aim is to promote critical skills by offering direction in the analysis, interpretation and evaluation of various aspects of visual culture, both in a historical and contemporary context.

OVERVIEW

We are confronted with the visual everywhere: on billboards, TV screens, in cinemas, magazines, newspapers, on the Internet, fashion, architecture and in malls. We do not necessarily see more than previous generations (although there is probably more to see), but it is rather a case that we ask different questions about what we see and experience than before. Visual Studies as programme, and Visual Culture Studies as the main subject, programme deals with theoretical issues, and students do not need artistic talent to study the course.

WHAT MAKES VISUAL STUDIES UNIQUE

Visual Studies is unique because it studies both the social construction of the visual field, in other words the way we see, and it explores the visual construction of the social field, because we are also seeing beings. On a theoretical level, Visual Studies draws from the ideas and discourses rooted in the disciplines of Art History, Cultural Studies, Media and Film Studies, Aesthetics, Visual Anthropology, Material Culture Studies and Philosophy. Through an inter-disciplinary and comparative approach, Visual Studies aims to make sense of the visual within the broader paradigm of critical discourses such as new urbanism, poststructuralism, critical race and gender theories, new media, postcolonialism, posthumanism, and feminism to name only a few. This is a vital new field of study that presents exciting research opportunities in an ever expanding arena of visuality.

CAREERS

The Visual Studies programme equips students with the background and critical skills that can be applied in a variety of career options. These include, but are not limited to: the cultural industry, media, television, new technologies, visual communication, arts and culture education, art and film criticism, and curatorship. Our graduates are well positioned to become visual culture specialists, academics, art historians, visual analysts, visual consultants, social media coordinators and gallery managers. The programme does not offer vocational training for a specific career; rather, it allows for a diversity of employment opportunities

CONTACT

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